

# Mother's Milk – Designed for Babies



## Benefits for Mom

- Saves money in formula and healthcare costs
- Provides a special bond between mom and baby
- Burns about 100 calories a day
- Releases hormones that relax mom
- Uses a natural resource
- Makes traveling easier
- Makes diapers less stinky
- May protect against some cancers and diabetes

## Benefits for Baby

- Mother's milk changes to meet the needs of baby
- Provides baby with the most easily digested food
- Promotes babies' healthy growth and development
- Reduces babies' risk of obesity & diabetes
- May give baby a higher I.Q. – especially preemies
- Transmits mother's immunities to baby
- May reduce babies' risk of childhood leukemia and other cancers



## Benefits for Employers

- Reduced staff turnover
- Reduced sick time/personal leave
- Reduced health care costs
- Among infants of employed mothers who were never sick during the first year, 86% were breastfed
- Higher job productivity, employee satisfaction and morale
- Added recruitment incentive for women because of enhanced reputation as family-friendly